

Rep Order# 6839189    Ver# 1    Status New    Traffic Order#    Printed: 08/08/2012 8:38 AM    1 of 2

EC'd Yes    Last Received: 08/07/2012 2:20 PM

Showing Buylines: All Lines

Station WVBT-TV NORFOLK, VA.	Agency ( ) AMERICAN RAMBLER PRODUCTIONS	Rep Firm
Advertiser ( ) RNC/ROMNEY FOR PRES	138 CONANT STREET	Sales Office ( ) PHILADELPHIA
Product RNC/MITT ROMNEY	BEVERLY, MA 02494	Salesperson ( ) ANJIE BRADY
Estimate# 149	Agency C/P1/P2/E //149	
Buyer STEPHANIE KINCAID	Flight Dates 08/08/2012 - 08/14/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

THIS IS A NEW CONTRACT  
TOTAL 15,975  
PLS CONFIRM ASAP  
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	M-TU	10P-1045P	WVBT FOX NEWS	:30	\$1,000.00	08/13-08/14	4	1	4	\$4,000.00	
			Buyline Comment: WVBT FOX NEWS									
	2	W-F	10P-1045P	WVBT FOX NEWS	:30	\$1,000.00	08/08-08/10	6	1	6	\$6,000.00	
			Buyline Comment: WVBT FOX NEWS									
	3	M	8P-9P	HELL'S KITCHEN	:30	\$2,500.00	08/13-08/13	1	1	1	\$2,500.00	
			Buyline Comment: HELL'S KITCHEN									
	4	SA	10P-1045P	WVBT FOX NEWS	:30	\$700.00	08/11-08/11	2	1	2	\$1,400.00	
			Buyline Comment: WVBT FOX NEWS									
	5	SU	10A-11A	FOX NEWS	:30	\$75.00	08/12-08/12	1	1	1	\$75.00	
			Buyline Comment: FOX NEWS									
	6	SU	10P-1045P	WVBT FOX NEWS	:30	\$1,000.00	08/12-08/12	2	1	2	\$2,000.00	
			Buyline Comment: WVBT FOX NEWS									

---REPORT TOTALS---

Report Totals: 16 / \$15,975.00

Station WVBTV-TV NORFOLK, VA.  
Advertiser (    ) RNC/ROMNEY FOR PRES  
Product RNC/MITT ROMNEY  
Estimate# 149  
Buyer STEPHANIE KINCAID  
Phone#  
Fax#

Agency (    ) AMERICAN RAMBLER PRODUCTIONS  
138 CONANT STREET  
BEVERLY, MA 02494  
Agency C/P1/P2/E //149  
Flight Dates 08/08/2012 - 08/14/2012  
Hiatus Weeks

Rep Firm  
Sales Office (    ) PHILADELPHIA  
Salesperson (    ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

---SALES MONTHLY TOTALS---

Aug 12: 16 / \$15,975.00  
Sales Totals: 16 / \$15,975.00  
Station Totals: 16 / \$15,975.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$266,250	CATV 0%	WAVY 49%	WGNT 0%	WPXV 0%	WTKR 25%
		WTVZ 0%	WVBT 6%	WVEC 20%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE